



15th Meeting of the FAO-ECE Forest Communicators Network

October 9 – 11, 2007, Bled / Slovenia

PRELIMINARY AGENDA

Monday, 8 October

Arrival of participants.

14:00 Transfer of participants from the Airport Brnik/Ljubljana to Bled

20:00 Transfer of participants from the Airport Brnik/Ljubljana to Bled

Tuesday, 9 October

9:00 Registration

9:30 **Opening**

- Welcome address by representative of the host country
- Introduction by Mr. Ingwald Gschwandtl, Leader of the FCN

9:45 ***'Sex, Lies and Reams of Red Tape -- a Life in Communications'***

Key note speech by Mr. Robert Burt

10:15 Coffee break

10:45 **Train the Trainers Workshop: Tools, Tips, Techniques for Communicators**

Conducted by Mr. Bob Burt from Canada and Mr. Colin Morton from the UK in co-operation with other FCN members. It will help participants to improve their knowledge and skills concerning forest related communications and should enable to teach others in this field. Special focus: **Strategic Communications Planning** applied to the **Pan-European Forest Week 2008**.

13:00 Lunch

- 14:30** Workshop continuation.
- 16:00** Coffee break
- 16:30** Workshop continuation.
- 18:00** Conclusion.
- 19:00** Trip to Bled Castle.
- 20:00** Dinner at Bled Castle.

Wednesday, 10 October

9:00 Communication Opportunities, Challenges and Strategies

9:00 The Food – Fibre – Fuel Conflict

Mr. Florian Kraxner from the International Institute for Applied System Analyses in Laxenburg/Austria will provide background information and food for discussion on this topical issue.

9:30 5th Ministerial Conference on the Protection of Forests in Europe

The 5th Ministerial Conference on the Protection of Forests in Europe (MCPFE) will take place from 5 to 7 November 2007 in Warsaw. The Ministers responsible for forests of 46 European countries and the EU Commissioner of Agriculture and Fisheries are expected to sign a Declaration and two topical Resolutions focussing on forests, wood and energy and on the relation between forests and water. Ms. Martha Gaworska from The Liaison Unit Warsaw of the MCPFE will present the PR strategy for this forest policy highlight. The FCN meeting should identify ways to support and best utilise this unique communication opportunity.

10:30 Coffee break.

11:00 The EU Forest Action Plan

The European Union recently adopted a Forest Action Plan aiming at effective actions for strengthening the long-term competitiveness of the sector, improving and protecting the environment, contributing to quality of life and fostering coordination and communication. Based on a presentation by Tamas Szedlak from the European Commission the meeting will discuss the potential for cooperation and synergies in support of the Forest Action Plans implementation.

11:30 The United Nations Forum on Forests and its International Instrument on all Types of Forests

The United Nations Forum on Forests at its 7th session in April 2007 established a Non Legally Binding Instrument on All Types of Forests. The implementation of this instrument and several components of the Forums Work Programme for 2007 – 2013 provide the forest community throughout the world with a range of communication opportunities. In particular the Ministerial Meetings scheduled for 2011 and 2013, and the International Year of Forests declared for 2011 are unique opportunities to raise awareness at all levels about the importance of sustainable forest management. Ms. Mita Sen from the Secretariat of the United Nations Forum on Forests will present the state of preparations.

12:00 New FCN products

- Guide on Best Practices in Forest Sector Communication.

The FCN is expected to publish by 2008 a guide on best practices in forest sector communication, which could be used as a reference tool for forest related communications. Mr. Gerben Janse (European Forest Institute) has collected and compiled best practice examples from all over the UN-ECE region. The FCN meeting will evaluate his findings and discuss ways on how to best utilise this work.

- Consumer Attitudes towards Forest Based Products

The FCN has taken up the task to look into public opinions with regard to forests, their management and their products. As first part of this exercise in 2003 the FCN together with the MCPFE published the report 'Europeans and their Forests – What do Europeans think about forests and SFM', which provides a synoptic review of representative public opinion surveys in Europe. Mr. Ewald Rametsteiner (University of Agriculture and Applied Life Sciences, Vienna) will now present the outcomes of the second part of this study, which analyses representative public opinion surveys on forest based products.

13:00 Lunch

14:30 Success Stories and Lessons Learned

Representatives of countries and Institutions share experiences.

14:30 "Forest Pedagogic" - Forest related Environmental Education experiences made in

Austria, presented by Mr. Thomas Baschny,
the Czech Republic, presented by Ms. Lada Prylova and
France, presented by Ms. Katia Meunier-Caille.

15:30 Coffee Break

16:00 * Estonia: Overview of the forestry education/ best practices

* Latvia: The »Golden Cone« Awards Ceremony in Forestry,
presentation by Ms. Sandra Eglaja

* Slovenia:

- Elements of a Forest Communicators Hand Book and a Train the Trainers Workshop, presentation by Mr. Andrej Breznikar;
- Forest educational trails including one in Israel presenting Slovenian Forestry, presentation by Mr. Borut Debevc and Mr. Tone Lesnik;
- Urban forests as PR tool, presentation by Mr. Robert Hostnik;
- Awards to the best forest owners, presentation by Mr. Tone Lesnik and Mr. Borut Debevc.

17:00 Conclusion.

18:00 Trip to the Information Centre of Triglav National Park.

21:00 Dinner.

Thursday, 11 October

Study Tour:

Practical examples of forest management and forest related communication activities.

8:00 Departure from Bled.

9:30 Visit educational trail Rakov Škocjan near city of Postojna.

12:00 Visit Cerknica lake and a model of that lake.

13:30 Lunch at farm tourism guest house.

15:00 Departure to Ljubljana.

16:00 Visit to Ljubljana.

17:00 Free afternoon in Ljubljana.

21:00 Return to Bled.

Friday, 12 October

9:00 Transfer of participants to the airport.